

Graduate Employment Survey 2011

Summary of Survey Findings

1. **Response Rate**

In 2011, 762 out of 776 graduates completed and returned the questionnaires, representing a response rate of 98.2%.

2. **Employment Status**

The overall engagement rate in employment and full-time further studies reached 99.1%*. Excluding the 12 graduates who had not sought employment due to personal reasons, 89.5% of the graduates joined the work force, 9.6% chose to pursue full-time further studies, while 0.9% or 7 graduates were still looking for their first job at the time the survey was conducted.

Graduates from the following programmes were 100% engaged in employment and further studies: BA in Contemporary English Studies, Cultural Studies, History and Translation; BBA programmes in Accounting, General Business Management, Human Resources Management, and Risk & Insurance Management; and the streams of Behavioural Science in Modern Society, China & Asian Pacific Affairs, Contemporary Economic & Public Policy, and Contemporary Social Issues & Policy of the Social Sciences programme.

3. **Time Taken in Job Search and Average Number of Job Offers**

46.5% of graduates received their first job offer within one month while 27.1% of them got their offers within 1-2 months. By September 2011, 89% of our graduates were settled in full-time employment. On average, each full-time employed respondent received 2 full-time job offers.

4. **Overall Average Monthly Income**

The overall average monthly income of full-time employed graduates was HK\$11,838, representing an increase of 11.4% comparing to 2010's HK\$10,626. Graduates of BBA – Risk and Insurance Management had the highest average monthly income of HK\$14,081, where graduates from BBA – Finance came second with an average monthly income of HK\$12,974.

5. **Employment Sector**

The majority of the full-time employed graduates (75.5%) were employed in the commerce and industry sector, an increase of 4.2% when compared to 2010's 71.3%. The education sector took up 18.8% of our graduates, which is lower than 2010 (19.6%), whereas the community and social services sector employed 2.3% of the 2011 graduates – a drop from 2010's 7.1%. The civil service sector employed 3.1%, representing an increase of 1.1% from 2010 (2.0%) whereas the public utilities sector took up the rest of 0.3% of our graduates in 2011.

6. **Occupation**

The teaching profession absorbed 15.4% of the 2011 full-time employed graduates, while the marketing / sales profession took up 11.8%. Another 9.8% of the 2011 graduates were employed in the administrative / management profession and 9.6% were employed in the accounting / auditing profession.

7. **Relevance of Study to Work**

Over half of the full-time employed graduates (59.6%) were engaged in a career in the same field or fields relevant to their studies. BBA graduates had a higher percentage (78.4%) of engaging in careers relevant to their studies than those in Arts (52.7%) and Social Sciences (39.9%).

8. **Size of Companies**

43% of the full-time employed graduates were engaged in companies with employees under 100, representing a drop of 10.3% than in 2010 (53.3%). 36.8% of the 2011 graduates were employed in companies with 500 or more employees, representing an increase of 9.8% from 2010 (27%).

* The calculation excludes the 12 graduates who had not sought employment due to personal reasons.